

Your Publishing Poynters Newsletter: October 1, 2003

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.  
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We don't accept advertising. We don't share your email address.  
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For the Small Print, scroll to end.

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IN THIS ISSUE FROM PARA PUBLISHING

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1. ParaNews
2. ParaTips
3. ParaResources
4. ParaThoughts
5. ParaFreebies
6. ParaCalendar
7. ParaHumor

<1-----ParaNews----->

A. FUTURE OF DIGITAL BOOKS Lies with Babies, Boomers. See  
[http://asia.reuters.com/newsArticle.jhtml;jsessionid=X1JDKF5YYW5LC  
CRBAEOCFEY?type=internetNews&storyID=3440360](http://asia.reuters.com/newsArticle.jhtml;jsessionid=X1JDKF5YYW5LC<br/>CRBAEOCFEY?type=internetNews&storyID=3440360)

B. YOU CAN DISCOVER WHAT DAN POYNTER KNOWS about book  
publishing in a private briefing at his home in Santa Barbara. Just 23  
people are invited to attend his famous two-day intensive.

The next workshop will be on October 18-19. For more information on  
this \$695 event (\$495 for the second person from the same company.  
Hurry, there are just a few seats left. See  
<http://parapub.com/getpage.cfm?file=resource/edutrain.html>  
Or call 800-PARAPUB.

C. HARDCOVER BOOK SALES UP 41% IN JULY DUE TO POTTER  
BOOK. Overall sales down. See  
<http://www.detnews.com/2003/business/0309/17/b03-273471.htm>

D. B&N CUTS CRMs. Barnes & Noble eliminated 25% of its Community Relation Managers. CRMs scheduled store book autographings. Store managers will substitute for the 100 CRMs dropped. Borders dropped their CRMs in 2001 replacing them with 65 Area Marketing Managers (AAMs). Each AAM handles six or seven stores.

E. NURSES—YOU HAVE A STORY TO TELL! Nurses have traveled a long way on the road to professional stature, and now that nursing (and healthcare by association) is facing some of the greatest challenges in history, it is time NOW for nurses to reconnect with each other, the profession, and the reasons WHY we chose Nursing--your story can impact the future of the profession.

Stories should be approximately 300 to 1200 words, and will be edited if necessary. Credit and two complimentary books (one to keep, one to inspire!) for accepted submissions. See [www.IChooseNursing.com](http://www.IChooseNursing.com) to submit your story, and for more info. Please share this information with the nurses in your life.

F. READERS INVITED TO SHARE WHAT DIVORCE HAS MEANT TO THEM or means to them and to send their comments, anecdotes or stories to [Sylvia@SylviaMills.com](mailto:Sylvia@SylviaMills.com) . Please note: sending your response means you give me permission to use your comment, anecdote of story in my upcoming book002E

G. HARPER WILL MAKE AGATHA CHRISTIE ELECTRONIC. Harper CEO Jane Friedman says in a release, "It is very gratifying to me that after publishing Agatha Christie in the Commonwealth for more than 75 years, HarperCollins will now introduce her works to a global readership in e-book format. There can be no stronger signal of the future of e-books than Chorion's commitment of its most important author to this major project.' See [http://biz.yahoo.com/bw/030916/165773\\_1.html](http://biz.yahoo.com/bw/030916/165773_1.html)

H. HAVE A SUCCESS STORY ABOUT USING PILATES, YOGA, OR ANOTHER MIND-DISCIPLINE? Send me your story. Help others learn how to gain ease of movement & freedom from pain. Author writing a series looking for success stories to quote. 500-750 Words. September 1, 2003 to February 27, 2004. Contact: Christine Hultgren [christinehultgren@hotmail.com](mailto:christinehultgren@hotmail.com)

I. THE NEW BOOK MODEL is a way to approach agents, find a publisher and self-publish all at the same time. It is the faster, surer way to getting published. Dan Poynter is bringing his book-promotion message to you if you are near any of these 27 cities where he is making 36 presentations:

Albuquerque, Calgary, Culver City, Denver, Edmonton, Fresno, Hollywood, CA, Langley, WA, Lompoc, CA, London, ON, Los Angeles, Metairie, Newport, RI, Pittsburgh, Saskatoon, San Diego, San Francisco, San Luis Obispo, Santa Barbara, Santa Monica, Spokane, Tampa, Toronto, Tulsa, Universal City, Valley Forge, and Whidbey Island, WA. Most events are open to the public. Contact the hosts for details.

See the ParaCalendar on the content-filled seminars, below. See ALL the listings. I will visit some states/provinces several times. Attend and I will show you how to make a difference and make a living with your book. Please alert your writing and publishing colleagues. They will thank you. See

<http://parapub.com/calendar.cfm?>

Dan is currently booking November-December 2003.

J. THE RETAIL MARKET FOR E-BOOKS IS CURRENTLY \$10 MILLION ANNUALLY, up 30% for the first half of this year versus the first half of 2002. (Unit sales were up 40%.) according to the Open eBook Forum. See <http://openebook.org/pressroom/pressreleases/stats.htm>

K. STORIES WANTED ON THE BLACKOUT in the Midwest, Canada and on the East coast during August 2003. The project is "A Light In The Darkness" Are you Connected to the Power?(tentative title)

We are looking for approximately two to three pages, double spaced sharing your reflection, perception and thoughts of what was going on with you during the blackout.

Were you afraid, frustrated? How long were you without power and how did you manage your time and energy. What type of reflection or perspective did you surmise when the lights were out and came back on?

We will accept stories until November 8, 2003. There will be some compensation for stories selected.

Submit to: [wrapword02@yahoo.com](mailto:wrapword02@yahoo.com)

L. PMA PETITIONS BAR-CODE COMMITTEE TO EXPAND THE PRICE EXTENSION. The Bookland EAN bar code tops out at \$99.99. Jan Nathan at the Publishers Marketing Association has been discussing the issue with Tom Clarkson who is on the committee. If you have any products selling for more than \$99.99, please send a list to both Clarkson [tclarkson@bn.com](mailto:tclarkson@bn.com) and Nathan [jan@pma-online.org](mailto:jan@pma-online.org).

M. DEWEY DECIMAL GOING TO COURT. A lawsuit has brought to light a number of facts about the Dewey Decimal System that might surprise a

lot of people in the book business. Despite the pressure on publishers to use the Library of Congress In-Publication Cataloging information, it turns out that the classification system invented in 1873 is still in use in 95% of all school libraries. It also turns out that the Dewey Decimal System is privately owned by something called the Online Computer Library Center which bought the system in 1988 and sells its update service (assigning numbers for new volumes) at something like \$500 per year.

Godfrey Harris (hrmg@aol.com) reports that a luxury hotel across from the New York Public Library has taken to numbering its rooms on each floor as if they were categories in the System and this has sparked the copyright infringement lawsuit.

N. HOUSE VOTES IN PERMANENT INTERNET ACCESS TAX MORATORIUM. The U.S. House of Representatives voted to ban any Internet access tax on Sept. 17: "The Internet Tax Non-discrimination Act." The Senate will vote on it next and then the bill will be sent to President Bush for his signature.

O. TIME WARNER DROPS AOL FROM ITS NAME to distance itself from the ailing online unit. Time Warner Chief Executive Richard Parsons said the change would "end confusion" regarding the online unit and the company's overall portfolio."

==SEND YOUR NEWS ITEMS to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Once you begin reading eBooks on a PDA and discover how versatile they are, it is hard to return to carrying pBooks.  
--Dan Poynter

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A. MR SELF-PUBLISHING'S NOTEBOOK is a collection of all the materials from (this) Publishing Poynters newsletter. You will discover 245 pages of book tips, resources, Freebies and humor. On a CD in MS-Word and PDF (can be read by both the PC and the Mac), items are easy to find and the links to Web sites are live. I figured that since I refer to

these notes constantly, other authors and publishers would find them useful too. See

<http://parapub.com/getpage.cfm?file=products.html>

and scroll down.

Just \$19.95 Grab your credit card and contact Para Publishing. Send your cc numbers and billing address to [Info@ParaPublishing.com](mailto:Info@ParaPublishing.com) or call 1-800-PARAPUB (M-F, 9-5).

B. BOOK PROMOTION WORKSHOPS IN SANTA BARBARA are at Dan Poynter's home-office.

The next workshop will be on October 18-19. For more information on this \$695 event (\$495 for the second person from the same company), see

<http://parapub.com/getpage.cfm?file=resource/edutrain.html>

Or call 800-PARAPUB.

C. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to

<http://parapublishing.com/getpage.cfm?file=/news.html>. To recommend

this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

D. PEER REVIEW. We get our newsletter material from many sources. Occasionally, we get it wrong--or not quite right. Our readers let us know and then we correct the master newsletter before it is posted to our Web site. Thank you for your help. See back issues at

<http://parapublishing.com/getpage.cfm?file=/news.html>

E. SEE HOW eBooks ARE SOLD. The Self-Publishing Manual, Writing Nonfiction and Successful Nonfiction are available for just \$5.95 in electronic download from CyclopsMedia.com. Now you can have a fully searchable edition of these bestsellers.

[http://www.cyclopsmedia.com/v3/catalog\\_writing.html](http://www.cyclopsmedia.com/v3/catalog_writing.html)

The first chapters are F-R-E-E. Visit the site and see how eBooks are sold.

F. HELP DAN POYNTER TO HELP OTHERS TO MAKE A DIFFERENCE AND MAKE A LIVING WITH A BOOK. Dan is bringing his book writing-publishing-promoting message to groups of writers, publishers and professional speakers. Now he wants to approach other people with a book inside them: consultants, coaches, mentors, professionals, clergy, and businesspeople. Contact Dan if you know of a group that would profit from his programs. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

G. THE NEW BOOK MODEL SLIDE SHOW. Now you can get Dan Poynter's complete New Book Model slide show. Dan is criss-crossing North America to educate and thrill audiences on ways to use pioneering techniques and innovative technology to write, produce and promote books. More than 140 powerful slides on CD in PowerPoint. NBM-PPT, ISBN 1-56860-081-X, \$19.95 See <http://parapub.com/getpage.cfm?file=products.html> and scroll down.

Just \$19.95 plus \$2 for airmail shipping (plus \$1.55 sales tax to addresses in California.) Grab your credit card and contact Para Publishing. Send your cc numbers and billing address to [Info@ParaPublishing.com](mailto:Info@ParaPublishing.com) or call 1-800-PARAPUB (M-F, 9-5).

H. DAN POYNTER IS Mr SELF-PUBLISHING and one of his new URLs is <http://MrSelfPublishing.com>. Click on it.

<2-----ParaTips----->

A. 15 GREAT EXCEL TIPS  
<http://eletters.sec.ziffdavis.com/zd/cts?d=72-20-1-2-37389-2746-1>

B. REACHING WHOLESALE CLUBS THROUGH INGRAM. SEE  
[http://www.ingrambookgroup.com/news\\_intouch/september03/inTOUCH\\_H\\_clubs.html](http://www.ingrambookgroup.com/news_intouch/september03/inTOUCH_H_clubs.html)

C. TO SEE THE DIFFERENCES IN TWO VERSIONS OF THE SAME MS-WORD DOCUMENT, merge them. Go to Tools\Compare and Merge Documents. You can merge the two into the original document or into a new file.  
Test this on a short document to see how it works.

D. NEVER SEND NEWS RELEASES AS ATTACHMENTS. Put your news item in the body of the message. Many viruses are spread through attachments. Recipients often run extra screening before opening them. Many editors will not expend the time so your release is not read or used.  
--Joan Stewart, the Publicity Hound. [JStewart@PublicityHound.com](mailto:JStewart@PublicityHound.com)

E. HAND-WRITTEN BUSINESS CARDS. Next time you're about to give someone your business card take a moment to personalize it. If you take a moment to jot on the card your cell number, a home phone number, or some other piece of information that is not already on the card, you will suddenly make the person you're talking to feel very special. Chances are the person will never call you on the hand-written phone numbers, but



A. RESEARCHING BIOGRAPHIES. See <http://www.biography-center.com/> In your free time, you can spin the dice and go to a random biography.

--Robin K. Blum, In My Book, <http://www.inmybook.com>,  
"...the greeting card and ...bookmark in one!"

B. CALCULATE JUST ABOUT ANYTHING. See  
<http://www.Calculate.com>  
<http://www.google.com/help/features.html#calculator>

C. IF YOU OR A COLLEAGUE ARE WORKING ON A SPECIAL GENRE, we have specific resources for you.

CHILDREN'S BOOKS: Resources for Writing, Producing and Promoting Juveniles lists the help you will need to write, produce, publish and promote this unique type of book.

Document 610, 5 pages, Paper: \$11.95; self-service Electronic: \$7.95.

See and scroll down at

<http://parapublishing.com/getpage.cfm?file=resource/promote.html>

COOK BOOKS: Resources for Writing, Producing and Promoting Books on Food lists the help you will need to write, produce, publish and promote this unique type of book.

Document 613, 7 pages, Paper: \$10.95; self-service Electronic: \$6.95.

See and scroll down at

<http://parapublishing.com/getpage.cfm?file=resource/promote.html>

TRAVEL BOOKS: Resources for Writing, Producing and Promoting Guidebooks. Lists the information sources you need to successfully publish and promote travel books.

Document 616, 5 pages, Paper: \$10.95; self-service Electronic: \$6.95.

See and scroll down at

<http://parapublishing.com/getpage.cfm?file=resource/promote.html>

NEW AGE BOOKS: Resources for Writing, Producing and Promoting Books on metaphysics, the occult and new thinking. Provides the leads you need for more information. Names and numbers.

Document 617, 3 pages, Paper: \$9.95; self-service Electronic: \$5.95.

See and scroll down at

<http://parapublishing.com/getpage.cfm?file=resource/promote.html>

RELIGIOUS BOOKS: Resources for Writing, Producing and Promoting theological books. Lists the information sources you need to successfully publish and promote religious books.

Document 618, 4 pages, Paper: \$9.95; self-service Electronic: \$5.95.

See and scroll down at  
<http://parapublishing.com/getpage.cfm?file=resource/promote.html>

SCREENWRITING: Fiction (theatricals) & Nonfiction (documentaries) by Gail Kearns is jammed with tips, ideas and resources on writing screenplays from Movies-of-the-Week to sitcoms. She also tells you how to protect your work.

Document 638, 8 pages, Paper: \$11.95; self-service Electronic: \$7.95.

See and scroll down at  
<http://parapublishing.com/getpage.cfm?file=resource/promote.html>

==SHARE YOUR RESOURCE. Send it to  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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My Pocket PC-Verizon phone continually amazes me. I frequently discover new uses and capabilities.  
--Dan Poynter

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A. BOOK PROMOTION MAILING LISTS. Magazines, newsletters and other places to send review copies and news releases. See  
<http://parapub.com/maillist.cfm>

B. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION? See our Supplier List. Find typesetters, cover artists, Book Promoters and much more.  
<http://parapub.com/supplier.cfm>

C. WHERE IS DAN POYNTER? Find out when he will be speaking in your area. See  
<http://parapub.com/calendar.cfm?>

D. WHO IS DAN POYNTER? SEE  
<http://parapub.com/getpage.cfm?file=/about.html>

E. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See  
<http://parapub.com/getpage.cfm?file=products.html>

F. WHY PRINT AND MAIL MEDIA (PRESS) KITS? Save time and money, put your kit on your web site instead. For an example, see:  
<http://parapub.com/getpage.cfm?file=pressroom/pressroom.html>

G. BOOK PROMOTION WORKSHOPS IN SANTA BARBARA. Come to Dan's home-office to learn about book marketing with a small class of just 23 eager publishers. See  
<http://parapub.com/getpage.cfm?file=resource/edutrain.html>  
(scroll down)

H. BOOK FULFILLMENT IS EXPENSIVE AND TIME-CONSUMING. John Huenefeld says shipping books costs 7% to 14% of sales depending upon whether most of the books go out in single packages or by the carton. See  
<http://parapub.com/getpage.cfm?file=resource/fulfill.html>

I. BOOK PRODUCTION. Discover what you need to know on:  
--Prepress: book design, typesetting & layout  
--Printing and Printers: pBooks.  
--Electronic books: eBooks, dBooks & aBooks.  
See  
<http://parapub.com/getpage.cfm?file=resource/produce.html>

J. WANT DAN TO COME TO SPEAK TO YOUR GROUP? See  
[http://parapub.com/getpage.cfm?file=/speaking/online\\_form.html](http://parapub.com/getpage.cfm?file=/speaking/online_form.html)

K. THE NEW BOOK MODEL. There is a faster, easier and cheaper way to produce a book today. See  
<http://parapub.com/getpage.cfm?file=newbook.html>  
Listen to Dan Poynter being interviewed on The New Book Model. Go to  
<http://parapub.com/getpage.cfm?file=/homepage.html>  
And scroll down to "On Air".

<4-----ParaThoughts----->

GODFREY HARRIS, one of the leading U.S. specialists in dealing with foreign publishers, distributors, dealers, and reviewers, notes the stark contrast between the lightning speed of production today and the glacial movement of its business affairs. The biography of Katherine Hepburn appeared in bookstores 2 weeks after her death; Harry Potter shipped 8 million copies to reach outlets in time for a worldwide same-day release. A royalty statement from the Indian publishers of two of his books, covering the 2002 calendar year, arrived in September with the check to follow under separate cover.

Do you have a thought to share? Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

<5-----ParaFreebies-----<

A. F-R-E-E NCOA PROCESSING—Clean your mailing lists. Place your first National Change of Address order with Melissa Data and get up to 15,000 records processed F-R-E-E. NCOA finds the individuals, families or businesses in your mailing list that have moved in the past 4 years. Don't let dirty data spoil your marketing efforts. Comply with USPS rules and order NCOA today! See: <http://128.241.247.146/cgi-bin/redirect.html?id=00078733-14067330>

B. F-R-E-E ezine called LIFETIME GROWTH NEWS, devoted to encouraging folks as they journey through the seasons of life, offers helpful articles, anecdotes, humor, and scripture on marriage, romance, parenting, singleness, anger and stress management, grief and loss, natural health, home education, and spiritual growth issues. Subscribe at : [www.iwanttomakemymarriagework.com](http://www.iwanttomakemymarriagework.com).

C. F-R-E-E RETRO POSTCARDS. Send them to friends. See <http://www.shakethatbrain.com/#postcards> and <http://www.shakethatbrain.com/card-tips.html>

==SHARE YOUR FREEBIE. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Dead tree editions of book require book marks, need a separate dictionary to look up words and are heavy.  
--Dan Poynter

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A. FOR LOTS OF F-R-E-E STUFF, see Freebies Magazine <http://www.Freebies.com>

B. 20-PAGE HANDOUT FROM DAN'S NEW BOOK MODEL PRESENTATIONS. A \$20.00 value. F-R-E-E. See [http://parapub.com/getpage.cfm?file=/speaking/handout\\_nbm.html](http://parapub.com/getpage.cfm?file=/speaking/handout_nbm.html)

C. LIST YOUR BOOK(S) F-R-E-E ON THE PARA PUBLISHING WEB SITE. See <http://parapub.com/successstories.cfm>

D. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - F-R-E-E. See <http://parapub.com/getpage.cfm?file=resource/business.html>

E. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – F-R-E-E. Each kit consists of more than eight pages of details, tips and resources. Each is geared to a level of The New Book Model.

=Researching and Writing  
=Producing printed books, eBooks & dBooks.  
=Marketing, promoting & distributing.  
See <http://parapub.com/getpage.cfm?file=/infokit.html>

F. BOOK PROMOTION NEWSLETTER – F-R-E-E. Tell your writing and publishing friends about this ezine. Just forward the entire newsletter to them. See <http://parapub.com/getpage.cfm?file=/news.html>

G. BOOK WRITING TIPS - F-R-E-E. See <http://parapub.com/getpage.cfm?file=resource/writing.html>

H. MORE F-R-E-E STUFF. See <http://www.CoolSavings.com>

<6-----ParaCalendar----->

SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS  
ONE PRESENTATION AT A TIME.

A. Dan Poynter is circling the world to show people how to make a difference and make a living through their books. He shares two major programs and many specific ones.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to

use innovative techniques and leading-edge technology to write your books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at <http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 20-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See <http://parapub.com/speaking>

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on parachutes and skydiving. See <http://parapub.com/parachute/speaking.html>

For more information, get in touch with the Contact person listed below and see the host's Website.

ALSO SEE THE CALENDAR ON OUR WEBSITE:  
<http://parapub.com/calendar.cfm?>

2003

September 25-27: VALLEY FORGE, PA. Infinity Book Promotion Conference. Dan Poynter on marketing and promoting books. Fmi: John Harnish, 610-520-2500, [jHarnish@BuyBooksOnTheWeb.com](mailto:jHarnish@BuyBooksOnTheWeb.com),

<http://www.infinitypublishing.com>

October 3: LONDON, ONTARIO. Books 101: Writing & Publishing Your Nonfiction Book, the full New Book Model program. 6:30 to 10:00 PM. Fmi: Terry McManus, (519) 858-9978, [NorthernWriter@hotmail.com](mailto:NorthernWriter@hotmail.com)

October 4: WINDSOR/DETROIT. Books 101: Writing & Publishing Your Nonfiction Book, the full New Book Model program. 1:00 – 5:00 PM. Fmi: Terry McManus, (519) 858-9978, [NorthernWriter@hotmail.com](mailto:NorthernWriter@hotmail.com)

October 5: TORONTO. Books 101: Writing & Publishing Your Nonfiction Book, the full New Book Model program. 1:00 – 5:00 PM. Fmi: Terry McManus, (519) 858-9978, [NorthernWriter@hotmail.com](mailto:NorthernWriter@hotmail.com)

October 7: METAIRIE, LA. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. 6:27-10:00 pm. See web site for details and contact Patricia Ann Bemis, RN CEN. [bemis@nnba.net](mailto:bemis@nnba.net), <http://www.nnba.net> \$69.

October 9: CALGARY. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. The full New Book Model program. 6:30 to 10:00 PM. fmi 877-277-1240; <http://www.LearningAnnex.com>. Sign up online and save.

October 11: REGINA or SASKATOON (tbd). Canadian Association of Professional Speakers – Saskatchewan Chapter. Turning Speeches into Books. The entire New Book Model Program. Fmi: Sherry Knight, Dimension-11, 306-586-2315; [Sherry@Dimension-11.com](mailto:Sherry@Dimension-11.com), <http://www.canadianspeakers.org/saskatchewan.cfm>

October 14: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi 310-478-6677. Register on line and save. <http://www.LearningAnnex.com>

October 15: NEWPORT, RI. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Newport Learning Connection. The full New Book Model program. 6:30 to 10:00 PM. Fmi Cris Cobaugh, 800-432-5520. [cris@NewportLearningConnection.com](mailto:cris@NewportLearningConnection.com). <http://www.NewportLearningConnection.com>. Sign up online.

October 18-19: SANTA BARBARA. Book marketing/promotion/distribution seminar in Santa Barbara with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See

<http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

October 22: LOMPOC, CA.. Have You Seen my Parachute? An aviation presentation in PowerPoint for the Lompoc chapter of the Experimental Aircraft Association (EAA). 7:30 pm. See <http://parapub.com/parachute/speaking.html>  
Contact Maureen DeNecochea, [zenithtinman@hotmail.com](mailto:zenithtinman@hotmail.com)

October 23: EDMONTON, AB. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. The full New Book Model program. 6:30 to 10:00 PM. fmi 877-277-1240; <http://www.LearningAnnex.com>. Sign up online and save.

November 1: CULVER CITY, CA. Speaker Services presents The Expert Series. Dan Poynter & Jack Barnard on book writing, publishing and promoting. 9 am-4 pm, \$99. Fmi: Susan Levin, 310-822-4922, [susan@SpeakerServices.com](mailto:susan@SpeakerServices.com)  
<http://speakerservices.com/services/la.html#BookModel/Poynter>

November 3: TAMPA. Learning Center Secrets, a new program by Dan Poynter for Current presenters and those who want to break into this business. There are some 25 private adult ed schools across the U.S. and Canada. They have classes on every-conceivable subject. Centers like instructors who are authors because they are authorities. 6:30 to 10:00 pm. Baywinds, [info@Baywinds.net](mailto:info@Baywinds.net). <http://baywinds.net/> 813-977-0996

November 4: TAMPA. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. 6:30 to 10:00 PM.  
Baywinds, [info@Baywinds.net](mailto:info@Baywinds.net). <http://baywinds.net/> 813-977-0996

November 5: TAMPA. Books-201 on marketing, promoting and distributing. 6:30 to 10:00 pm  
Baywinds, [info@Baywinds.net](mailto:info@Baywinds.net). <http://baywinds.net/> 813-977-0996

November 8: FRESNO, CA. Books 101: the New Book Model. How to write, produce and promote your book. Saturday, 9am-1pm with continental breakfast & registration starting at 8. Piccadilly Inn, Airport, Fresno. WIN-WIN Writers' Group. Fmi: Linda West, [lwest@qnis.net](mailto:lwest@qnis.net)  
Other contacts: Steve Mettee at 559-876-2170 (work)  
Carol McGeever (reservations/hotel) 559-822-4412.

November 17: SAN LUIS OBISPO, CA. SLO NightWriters. Your Publishing Choices. Discover how to approach agents, find publishers and self-

publish at the same time. Fmi: Carroll McKibbin, [cMcKibbi@CalPoly.edu](mailto:cMcKibbi@CalPoly.edu), (805) 544-9319

November 12: DENVER. International Coach Federation, special pre-conference event on book writing, publishing and promoting with Suzanne Falter-Barns and Dan Poynter. Contact: Beth Burns, [BethBrightSide@aol.com](mailto:BethBrightSide@aol.com). See <http://www.coachfederation.org/conference/international/index.htm>

November 18: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

November 21-23: HOUSTON. Cat Writers' Association Annual Conference. Dan Poynter on Recycle Your Writing and Writeaholism (humor). Crowne Plaza Houston-Downtown. Fmi: Karen Commings at [kcomming@epix.net](mailto:kcomming@epix.net). <http://www.catwriters.org>

December 2: ALBUQUERQUE. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 6:30 to 10:00 PM. Sage Ways, LLC., 1331 Juan Tabo NE Ste 1-H, Albuquerque, NM 87112, 505-271-7029, outside metro area: 1-866-227-7191. Mission Square, 1331 Juan Tabo NE, between Indian School and Constitution on the west side of the street. There's lots of parking, restaurants and other conveniences. <http://www.sageways.org>

December 4-6: TORONTO. Canadian Association of Professional Speakers (CAPS) Annual Convention. Dan Poynter on Getting Published and Meet the Experts (Pros). Marriott Airport Hotel. Fmi: Alan Simmons, (705) 743-5066, [Alan@AlanSimmons.com](mailto:Alan@AlanSimmons.com). <http://www.CanadianSpeakers.org>

December 13: PITTSBURGH, PA. NSA/Pittsburgh. Turning Speeches into Books. The full four-hour New Book Model program. Fmi Miriem Bauer, 412-369-3588, <http://www.pennspeakers.org>

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January 8: SPOKANE. Spokane Authors & Self-Publishers. Books 201: Book marketing, promoting and distributing. 8-noon. Fmi Tim Hillebrand, [chief@synergetics.org](mailto:chief@synergetics.org)

January 28. SAN FRANCISCO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi 415-788-5500,

[hollyk@learningannex.com](mailto:hollyk@learningannex.com). Register on line and save.  
<http://www.LearningAnnex.com>

January 29. SAN FRANCISCO. Promoting Your Book, a seminar by Dan Poynter at the Learning Annex. Books 201 on marketing, promoting and distributing. 6:30 to 10:00 PM. fmi 415-788-5500. Register on line and save. <http://www.LearningAnnex.com>

February 14: SAN DIEGO. Society of Children's Book Writers & Illustrators. 2-4 pm. Fmi: Jane Patton, 619-667-2244, [TheWriteTouch@cox.net](mailto:TheWriteTouch@cox.net), <http://sandiego-scbwi.org/>

March 5-7: LANGLEY, WA. Whidbey Island Writers Conference. The New Book Model (Books 101): Writing & Publishing Nonfiction books. Fmi: Celeste Mergens, 360-929-4039, [mergens@whidbey.com](mailto:mergens@whidbey.com).  
<http://www.whidbey.com/writers>

March 13: TULSA or OKLAHOMA CITY (tbd). NSA-Oklahoma. Turning Speeches into Books; Books 101 The full New Book Model course. Fmi: Kristine Sexter, 918-294-8710; [Kristine@WorkWiseProductions.com](mailto:Kristine@WorkWiseProductions.com)

April 17-18: Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

July 10-11: Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

October 16-17: Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

INSIGHT INTO HOW OUR MINDS HANDLE WORD RECOGNITION.  
From Joel Leach

Just read the sentence below, straight through, without giving it any thought, and you will see how that great apparatus in your head handles these things. Incredible!

Acocdrnig to an elgnsih unviesitry sutdy the oredr of letetrs in a wrod dosen't mtttaer, the olny thnig thta's iopmrannt is that the frsit and lsat ltteer of eevry word is in the crcreat ptoision. The rset can be jmbueld and one is stlil able to raed the txtet wiohtut dclftfuiiy

And from Godfrey Harris

Aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mtttaer in waht oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat ltteer be at the rghit pclae.

The rset can be a total mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.

(Generic Smiley)

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THE SMALL PRINT

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<http://ParaPublishing.com>: More than 500 pages of helpful information.  
Tel: 805-968-7277; Fax: 805-968-1379; Cell: 805-448-9009  
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